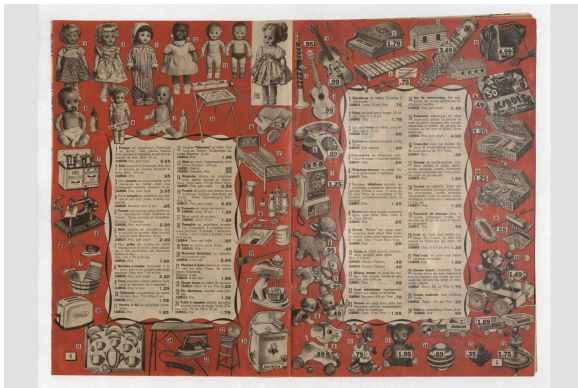


Catalog

<https://collections.pacmusee.qc.ca/en/objects/catalog-2021-002-cat-008/>

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Dupuis Frères department store color paper catalog for the fall-winter 1957-1958 season.

Accession Number 2021.02.CAT.008

Date 1958

Materials ink, paper

Measurements 24,2 x 16,7 cm

Historical context

Catalogs were launched by Dupuis Frères in 1921, at the same time as the postal counter. Part of the department store's success, the catalogs ceased to be distributed in the early 1960s. In fact, the store experienced a number of financial difficulties in the post-war period. This catalog is one of the last produced by the Montreal institution. Dating from 1958, it features a variety of products and toys for Christmas.

Among the dolls shown on the top left-hand page (3rd image) is a black-skinned doll whose shape and clothing are similar to those of the neighboring dolls. So it's not her appearance that's shocking today, but rather her designation as a "n..." doll.

Although certain social changes emerged after the Second World War, the colonial imaginary and its accompanying stereotypes were still widespread in popular culture and consumer products. Moreover, racial segregation was still a reality in North America at the time.

In the 1950s, many African-Canadian and African-American organizations still used the term "n..." in their official names. But it was not until the 1960s that activists in the Afro-descendant civil rights movement denounced the term and its racist nature.

As well as bearing witness to a pivotal moment in the economic history of Dupuis Frères, this catalog reflects some of the social realities of the

time. Today, the products from this period are used to examine the history of minorities and their representations, past and present.

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